

Fashion Trends in Designer Khadi Kurta and Its Preference among College Going Girls

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Clothing is the most fashion oriented product and the use of this product is directly affected by the change in fashion. Clothes serve a wide variety of functions. College going girls use clothing to express themselves and to obtain social approval. Khadi, or Khaddar, is a traditional fabric from India that was popularized by Mahatma Ghandiji before the independence. Earlier, it was only worn by rural people and political leaders, and its manufacture was quite limited. Khadi was encouraged by Ghandiji as an alternative and as a statement against wearing British clothes. The Indian flag is also made of Khadi, adding to its significance as a national symbol. Today, the population demands more khadi than the manufacturers can supply due to its increasing popularity as a worthy addition to one's wardrobe. Early forms of khadi had coarse textures, but recently, khadi has been made with cotton, silk, and wool, making it more comfortable, and hence, more popular. One of the most surprising aspects of Khadi fabric is its ability to keep the wearer cool during the summer and warm during the winter. This fabric is also enhanced by washing, not worn out by it, but starch has to be added to avoid wrinkling easily. It can last for four to five years. Khadi is also normally embellished with designs and handwork. Men and women alike are involved in weaving this fabric in a pattern that allows air ventilation. Earlier, Khadi was dyed with earth tones, but today, different colors and prints are available on the market. Salwar suits, saris, shirts, handkerchiefs, and trousers can also use khadi cotton as its base material.

College going girls give special consideration to the kind of cloth they wear. They have their own ideas about what they want to wear and so have more influence on what eventually ends up hanging in their closets. They make their own decision while purchasing. They are not dependent on their parents. Clothing is of greater importance among girls during their college days than during any other period. At this age girls seem to be especially interested in clothing because they are developing emotionally, mentally and socially. The value of clothing is often influenced by current and rapidly changing standards of dress and personal grooming.

The kurta is a traditional form of clothing worn in India, Pakistan, Bangladesh and Afghanistan. It is essentially a loose fitted shirt and falls just above or below the waistline. It is usually paired with salwar, trousers or jeans. It is a versatile garment suitable for both formal and informal occasions. The researcher felt that a Khadi kurta designed and embellished with beautiful designs, vivid colours, studded with pearls, beads and sequins embroidery and rich fabrics would certainly create breath-taking apparels for adolescent girls and ladies.

The researcher feels that khadi has immense potential that is still untapped and it has an edge over other fabrics as it is hand woven. The challenge is to make it suit contemporary market. Hence with this thought in mind, the researcher thought of giving a designer look to the khadi kurta as a part of the present study.

Objectives

- To find out the current fashion trends of khadi fabrics and their uses.
- To develop designer kurtas using khadi fabric with appropriate embellishment for college going girls.
- To find out college going girls' preference for designer kurtas.

Methodology

The present study was carried out in Udaipur city.

Selection of sample:

The information was purposively collected from the marketing personnel and college going girls in Udaipur city. In the study three types of sample were collected i.e.

- Sample for collection of information about availability of khadi fabric in market and its uses. (10 Marketing personnel)
- Sample for evaluation of hand made sketches of designer kurtas. (20 Faculty members)
- Sample for assessment of preference of designer khadi kurtas. (60 College going girls)

Development of tools:

For this study two types of tool were used for data collection :

- Interview schedule and
- Rating scale.

Data collection:

The study was conducted in two phases:-

Phase 1: Ten marketing personnel associated with khadi Gramodhyog and KVIC (khadi and village industries commission) were selected from Udaipur city. A market survey was carried out and the data was collected through well developed interview schedule. The investigator personally interviewed the sample subjects to gather the required information. Survey was conducted for getting complete information about the type of khadi fabrics available in the market and its uses etc.

Phase 2:- Laboratory Experiment

- **Development of khadi kurta pattern:-**The researcher created twenty hand made sketches of designer khadi kurta pattern. Out of these 20 designs, five designs which were more appealing were selected by a panel of 20 Judges for development of designer khadi kurtas.
- **Development of designer khadi kurtas:-**The selected five designs of kurta were developed in both khadi cotton and khadi silk fabric with different embellishments.
- **Evaluation of the developed designer khadi kurtas:-**For evaluation of developed designer khadi kurtas, the researcher tried to find out the preference of 60 college going girls, 30 each from Art and Science disciplines.

Analysis of Data:

- **Frequency:** Data obtained from questionnaire was coded, tabulated and expressed in frequency numbers of respondents were counted in questionnaire.
- **Percentage (%):** The ratings obtained by developed designs of each hand made sketches were tabulated according to the score obtained and converted in percentage.
- **Mean percentage score (MPS):** Score obtained by developed designs of each hand made sketches were converted into MPS to have uniformity in the scoring of different aspects included in the study.
- **Acceptability Index:** To assess the present acceptability of the developed hand made sketches of designer khadi kurta pattern an acceptability index was find out.
- **ANOVA:** In order to analyze the difference in mean acceptability score of designer khadi kurta with different embellishment and different khadi fabric analysis of variance (one way classification) was find out. Analysis of variance was calculated to find out the significance difference between five kurtas of different materials.

Results and Disucssion

The major findings of the study are as follows:-

1) Market survey:-

- Majority of respondents (60%) were from the age group of 51-70 year and educated up to the secondary level.
- Majority of respondents' (70%) job status is government employment and they deal with selling of khadi fabrics.
- Only few respondents (30%) were selling khadi garments also. Majority of respondents procured raw materials from KVIC. Khadi cotton fabric was found more in demand as compared to khadi silk and khadi wool. During discount period khadi fabric/garments are sold maximum.

- Majority of respondents (70%) revealed that khadi fabric is more popular among college going girls.

2) Development of sketches of designer khadi kurta patterns and their evaluation

- Researcher created twenty hand made sketches of designer khadi kurta pattern with design code ranging from A to T, in which different types and placement of motifs, embellishment, colour combination and over all appearance were depicted clearly.
- In embellishment machine embroidery, hand embroidery, block printing and sequins work were used as per the requirement of designs.
- In order to assess the acceptability of sketches of designer khadi kurta, a rating Performa developed for this purpose based on five point ranking was given to judges. Out of these twenty designs, five designs which were more appealing both aesthetically and functionally were selected by a panel of twenty judges comprising of teaching faculty, post graduate students of the textiles and apparel designing department, fashion designers and boutique owners. The responses derived for sketches of designer khadi kurta were coded and mean score was calculated to select five sketches.




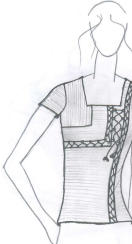

Researcher was curious to find out which designer khadi kurta got maximum score. It was interesting to record that design sketch code-R of designer khadi kurta secured the highest score of 349 point out of 400 points.

Table 1. depicts the mean score of selected five sketches of designer khadi kurta.
Table 1: Mean score of selected five sketches of designer khadi kurtas for relative ranking

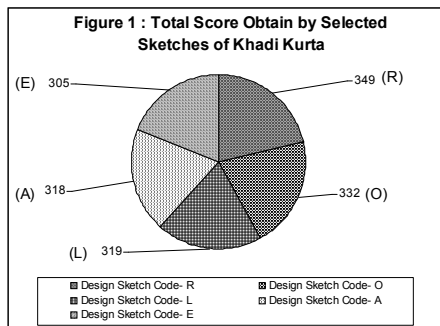
S. No.	Criteria of evaluation	Mean Score of selected sketches with design code				
		Design Sketch Code No.-R	Design Sketch Code No.-O	Design Sketch Code No. -L	Design Sketch Code No.-A	Design Sketch Code No.-E
1.	Suitability of placement of motif / design	88 (88%)	86 (86%)	85 (85%)	85 (85%)	75 (75%)
2.	Suitability of embellishment with selected material	87 (87%)	81 (81%)	79 (79%)	69 (69%)	75 (75%)
3.	Suitability of color combination	86 (86%)	77 (77%)	76 (76%)	82 (82%)	75 (75%)
4.	Over all appearance	88 (88%)	88 (88%)	79 (79%)	82 (82%)	80 (80%)
	Total score obtained by each fashion apparels	349	332	319	318	305
	Acceptability index	87.25%	83%	79.75%	79.5%	76.25%

*Data in parenthesis depicts percentage.

Plate 1. Selected five sketches of designer khadi kurtas

S.No..	Selected Designer Kurtas Sketches	Design Features
A.		<p>Designer khadi kurta sketch with overlapping front and without sleeves</p> <ul style="list-style-type: none"> • Front- V shape neckline, block printing, piping and button. • Back- plain with U shape neckline. • Colours for embellishment- dark brown.
E.		<p>Designer khadi kurta sketch with princess line and bell shaped sleeves.</p> <ul style="list-style-type: none"> • Front- round with slit in the center of neckline, machine embroidery on center line of the kurta. • Back- plain with U shape neckline. • Embroidery (flower motif), pickoting on sleeve and princess line/seam. • Colours for embellishment-red and black.
L.		<p>Designer khadi kurta sketch with cape sleeves.</p> <ul style="list-style-type: none"> • Front-heart shape neck line, hand embroidery (herring bone) used at neckline and waist line • Back- plain with U shape neckline. Colours for embellishment-dark green
O.		<p>Designer khadi kurta sketch with short sleeves</p> <ul style="list-style-type: none"> • Front- square shape neck line with border embellishment. • Back- plain with U shape neckline. • Border cream color fabric with machine embroidery. • Colours for embellishment-cream fabric string.
R.		<p>Designer khadi kurta sketch without sleeves</p> <ul style="list-style-type: none"> • Front-high round with slit in the center of neckline, kantha work with sequins on waist line for embellishment • Back- plain with U shape neckline. • Colours for embellishment-maroon

Design sketch code-O stood next to sketch of designer khadi kurta-R with score of 332 points. Designer khadi kurta with design sketch code-L stood next to sketch of designer khadi kurta-O with a score of 319 points. Designer khadi kurta with sketch code-A stood next to sketch of designer khadi kurta-L with a score of 318 points. Designer khadi kurta with design sketch code-E stood next to sketch of designer khadi kurta-A with a score of 305 point. Designer khadi kurta-R attained maximum point in all the category i.e. of suitability of placement of motif / design, suitability of embellishment with selected material, suitability of color combination and over all appearance.



The total scores of all the five developed hand made sketches of designer khadi kurta pattern has been depicted in figure-1

The overall MPS was found to be more than 300 in all the khadi kurta sketches which showed that all designs were found highly acceptable by the judges for various parameters selected and out of these five designer khadi kurta sketches, design sketch code-R was found most acceptable by the judges. Based on the MPS, acceptability index of selected five design sketches was also calculated.

Figure 2. Acceptability index for developed hand made sketches of designer khadi kurta pattern

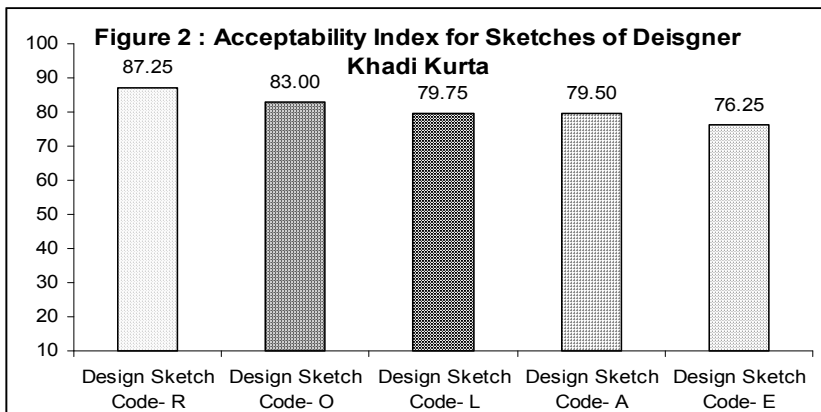


Figure-2 depicts the acceptability index for developed hand made sketches of designer khadi kurta patterns.

Assessment of designer khadi kurta and its preference among college going girls

For evaluation of developed designer khadi kurta, the researcher tried to find out the preference of 60 respondents, for the variety of embellishment most appropriate for use on khadi kurtas developed in khadi cotton and khadi silk, using five point rating scale. Table 1 depicts mean values of designer khadi kurta on selected parameters.

Plate 2. Selected Designer Khadi Silk Kurtas






Designs Code	Designer Kurtas	Design Feature
Code -A		<p>Designer khadi silk kurta with overlapping front & without sleeve</p> <ul style="list-style-type: none"> ▪ Front- V shape neckline, block printing, piping & button. ▪ Back- plain with U shape neckline. ▪ Colors for embellishment- dark brown.
Code -R		<p>Designer khadi silk kurta without sleeve.</p> <ul style="list-style-type: none"> ▪ Front-high round with slit in the center of neckline, kantha work with sequins on waist line for embellishment ▪ Back- plain with U shape neckline. ▪ Colors for embellishment-maroon
Code -L		<p>Designer khadi silk kurta with cape sleeve.</p> <ul style="list-style-type: none"> ▪ Front-heart shape neckline, hand embroidery (herzing bone) used at neckline & waist line ▪ Back- plain with U shape neckline. ▪ Colors for embellishment-dark green
Code -E		<p>Designer khadi silk kurta with princess line & bell shaped sleeve.</p> <ul style="list-style-type: none"> ▪ Front-round with slit in the center of neckline, machine embroidery on center line of the kurta ▪ Back- plain with U shape neckline. ▪ Embroidery (flower motif) picketing on sleeve & princess line / seam. ▪ Colors for embellishment-red & black
Code -O		<p>Designer khadi silk kurta with short sleeve</p> <ul style="list-style-type: none"> ▪ Front-square shape neckline with border embellishment. ▪ Back- plain with U shape neckline. ▪ Border use am color fabric with machine embroidery ▪ Colors for embellishment-cream fabric string.

Table 1. Mean values of designer khadi kurtas on selected different parameters

S. No.	Designer kurta code no.	Suitability of embellishment for kurta	Suitability of placement of motif/design	Suitability of color combination of khadi fabric with selected embellishment	Over all appearance	Ranking
1.	R	4.058	4.117	4.183	4.208	II
2.	A	4.525	4.525	4.508	4.625	I
3.	O	4.092	3.833	3.967	4.058	III
4.	L	3.758	3.800	3.700	3.758	V
5.	E	3.825	3.792	3.825	3.858	IV
6.	Mean	4.052	4.013	4.037	4.102	-
7.	SE	0.069	0.071	0.075	0.070	-
8.	CD at 5%	0.192	0.197	0.207	0.193	-
9.	F	19.013**	19.885**	18.238**	23.924**	-
10.	GM	4.052	4.013	4.037	4.102	-
11.	CV	18.68	19.34	20.27	18.60	-

** - Significant at 1%

In case of all the parameters design code-A stood first followed by design code-R and design code-O. The mean score obtained by all the designer kurtas were above 3.700 and there is no significant difference between different parameters. The data clearly reveals that the suitability of embellishment, its placement, on the designer kurta, color combination and over all appearance was found aesthetically appealing to all the respondents as it provided some new innovation designs in khadi fabric.

The researcher also analyzed the data discipline wise and mean values obtained are presented in table-2.

Table 2. Discipline wise mean value of designer khadi kurtas

S. No.	Discipline	Suitability of embellishment for kurta	Suitability of placement of motif/design	Suitability of color combination of khadi fabric with selected embellishment	Over all appearance	Ranking
1.	Art	4.063	3.973	3.993	4.060	II
2.	Science	4.040	4.053	4.080	4.143	I
3.	Mean	4.052	4.013	4.037	4.102	-
4.	SE	0.044	0.045	0.047	0.044	-
5.	CD at 5%	0.121	0.125	0.131	0.122	-
6.	F	0.143	1.593	1.683	1.789	-
7.	GM	0.052	4.013	4.037	4.102	-
8.	CV	18.68	19.34	20.27	18.60	-

No significant difference was found among respondents belonging to Arts and Science disciplines in different parameters of designer khadi kurtas. The reason may be that due to increased mass-media exposure, college going girls are well aware of the current fashion trends and have similar taste in selecting and purchasing designer apparels for day to day wear.

When the different parameters of designer khadi kurta were evaluated in terms of fabric i.e. khadi cotton and khadi silk, a significant difference was found as shown in table 3.

Table 3. Fabric wise mean values of designer khadi kurtas

S. No.	Fabric	Suitability of embellishment for kurta	Suitability of placement of motif/design	Suitability of color combination of khadi fabric with selected embellishment	Over all appearance	Ranking
1.	Khadi cotton	4.153	4.097	4.187	4.213	I
2.	Khadi silk	3.950	3.930	3.887	3.990	II
3.	Mean	4.052	4.013	4.037	4.102	-
4.	SE	0.044	0.045	0.047	0.044	-
5.	CD at 5%	0.021	0.125	0.131	0.122	-
6.	F	10.824**	6.913**	20.163**	12.852**	-
7.	GM	4.052	4.013	4.037	4.012	-
8.	CV	18.68	19.34	20.27	18.60	-

** - Significant at 1%.

All the designer khadi cotton kurtas scored higher mean values as compared to khadi silk. The reason for that may be because the khadi cotton is more popular among college going girls as the fabric is more ethnic, elegant, economic and comfortable than silk.

Conclusion

On the basis of the findings it can be concluded that the designer khadi kurtas were found highly acceptable among college going girls in both types of khadi fabric (khadi cotton, khadi silk) selected for the study. Handwork and rich machine embroidery added more designer touch to the garment. Although it required a lot of work for the researcher to develop the design and trace the design on the fabric and finally to do embroidery, the apparel looks gorgeous to college going girls which is reflected in their opinions.

All the selected designs developed in kurta using both types of material were found unique, exclusive, and distinctive in terms of selection, placement of embellishment and colour combination by the college going students which will set the fashion trend in use of khadi fabric in apparel industry.

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